1. **PURPOSE STATEMENT**

This policy establishes guidelines and procedures concerning the use of an Automated Customer Service Platform (ACSP) to send text messages and emails to citizens receiving or utilizing police services based on established criteria. The intent is to improve communication and engagement with the community through real-time updates and feedback collection.

2. **SCOPE**

A. The ACSP provides three primary functions:

- Send automated notifications
- Send requests for feedback (surveys)
- Collect survey responses

B. Only an approved ACSP shall be utilized by the Department. Response content is the sole property of the City and the content therein will be managed by the Department.

C. Disciplinary action is not the focus or intent of the use of the ACSP. Individualized audits shall not be conducted for the purpose of negatively impacting an employee's performance evaluations or for the purpose of a departmental investigation.

3. **PROCEDURES**

A. Outgoing Notifications

(1) The ACSP sends text message and email notifications to update crime victims and reporting parties with real-time call and case updates triggered by Computer-Aided Dispatch (CAD) and Record Management System (RMS) data and are tailored to the Department's communications and investigation workflows.

(2) Outgoing call update notifications will not divulge information that is sensitive or puts responding officers at a tactical disadvantage. This includes, but is not limited to:

- Victim Information
- Suspect Information
- Officer Location
- Estimated or exact time of arrival

(3) The ACSP will not be used to disseminate emergency notifications to the public.

B. Outgoing Requests for feedback

(1) The ACSP sends feedback requests on:

- Call-taker/dispatcher performance
- Responding employee customer service
- Satisfaction with public safety services
- General demographic Information

(2) The ACSP collects survey responses to:

- gauge community sentiment
- observe trends
- support strategic planning initiatives

3. B. (3) Surveys will not be sent on calls of a sensitive nature.

(4) Surveys will not be sent to solicit complaints about specific employees.

C. Review of Platform Content

(1) Platform content including notifications, surveys, and incoming responses, may be reviewed for the following:

- To ensure correct configuration of send parameters and survey questions
- To review current status or trends in public sentiment
- To fulfill public records requests in accordance with Operations Order 5.5.00, Release of Records

4. RESPONSIBILITIES

A. The platform may be accessed and configured by responsible vendors or internal administrators, including executive staff, patrol/bureau commanders, communications management, technical staff, or their designees.

B. Platform notification, survey, and feedback configuration must be approved by the Police Chief, or designee.

C. Data retention and security will adhere to the City data retention schedules, City Administrative Regulations, and Operations Order 5.4.00, Information Management Plan.

Last Organizational Review: